



What is CSR?

WHO WILL BENEFIT MOST FROM THIS COURSE

Valuable to all staff—enabling them to understand the benefits and challenges of your organization’s Indigenous Inclusion efforts.

This course will be of special interest to the following:

- CSR managers & coordinators
- CSR specialists & teams
- Corporate affairs managers & personnel
- Communications & marketing specialists

ADDITIONAL RESOURCES INCLUDED IN THIS COURSE

- Assessment tools to help gauge the understanding of corporate social responsibility
- Insights from presidents and CEOs on the importance of CSR
- A copy of the Inclusion Continuum
- Testimonials from industry leaders about the importance, effects and benefits of CSR

1) Develop a meaningful CSR program that reflects a company’s business values, while addressing social, humanitarian and environmental challenges.

LEARNING OUTCOMES OF THIS COURSE CURRICULUM

- ▶ Describe what Corporate Social Responsibility is.
- ▶ Explain the relationship between CSR and Human Resources, Procurement and Marketing.
- ▶ Describe the climate for CSR.
- ▶ Describe how CSR can impact a company’s relationship with Indigenous People and play a role in your becoming a company of choice for Aboriginal Communities.

ENGAGING INTERACTIVE MEDIA & LEARNING

This course features high quality, level 3 eLearning, with: interactive elements, embedded videos, on demand audio, 3D animated avatar hosts, and pre & post testing.



CSR and HR

"For Shell, a responsible approach is not a "nice to have", it's critical to the way we do business. We work with Aboriginal Peoples, communities, governments and others to deliver energy responsibly. This approach helps us create value for our business, the communities in which we operate, and wider society."

- Lorraine Mitchelmore, President and Country Chair, Shell Canada Limited

Table of Contents

1. Welcome
2. Learning Objectives
3. Pre-Assessment
4. What is CSR?
5. CSR Commitments and Activities
6. What is the Climate for CSR?
7. Reflection
8. CSR Imperative: STATS
9. CSR and HR
10. Reflection
11. CSR and Indigenous Relationships
12. 10 Ways to Climb the Inclusion Continuum
13. Benefits of Being Socially Responsible
14. How to Begin the Process
15. Quiz
16. Quiz Results
17. Summary
18. Survey



For individual course and volume pricing, see pricing & packages sheet.

To purchase this course, to ask questions or to learn more about customized branding options, please contact:

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Aboriginal Human Resource Council

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How the Inclusion Classroom's curriculum was developed

The Inclusion Classroom represents AHRC's collected intelligence, researched from the successes and challenges of Canada's top Aboriginal employers. Over ten years of collective intelligence representing cross-cutting research and knowledge, this comprehensive eLearning suite of courses was developed in partnership with Knightsbridge - human capital solutions.